

**REMARKS**

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1, 4-8 and 10-23 are pending in the present application. Claims 1, 4, 6, 7 and 10-13 have been amended, claims 14-23 have been added and claims 2, 3 and 9 have been canceled by the present amendment.

In the outstanding Office Action, claims 1-7, 12 and 13 were rejected under 35 U.S.C. § 102(b) as anticipated by Lamkin et al.; and claims 8-11 were rejected under 35 U.S.C. § 103(a) as unpatentable over Lamkin et al. in view of Briscoe et al.

Independent claim 1 has been amended to include subject matter similar to that recited in dependent claims 2, 3 and 9. Accordingly, the rejection of claims 1-7, 12 and 13 under U.S.C. § 102(b) as anticipated by Lamkin et al. is moot.

Claims 8-11 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Lamkin et al. in view of Briscoe et al. This rejection is respectfully traversed.

Amended independent claim 1 includes a combination of features and is directed A method of reproducing auxiliary contents data in a reproducing apparatus. The method includes receiving a playback control information for the auxiliary contents data for audio/video (A/V) data from an external server, the playback control information including an address information for indicating a location of the auxiliary contents data and attribute information for indicating image types and an aspect ratio for the auxiliary contents data, storing the playback control information in one region among at least two logically divided regions of a buffer memory, checking the attribute information stored in the one region of the buffer memory to determine a presentation method for the auxiliary contents data, and presenting the auxiliary contents data according to the determined presentation method.

Regarding the subject matter recited in dependent claim 9, the Office Action indicates Briscoe et al. discloses attribute information including information indicating image types and/or aspect ratios for the auxiliary context data and cites Figure 2 and column 7, lines 39-50. However, it is respectfully noted column 7, lines 39-50 only includes information regarding an HTML tag, an attribute for offering alternate text that is displayed if the image is not, an attribute

for specifying an URL of the image, attributes for specifying the size of the image and border information, etc. It is respectfully submitted this does not correspond to the claimed attribute information indicating image types and an aspect ratio for the auxiliary context data as claimed in the present invention. Further, it is respectfully submitted Lamkin et al. and Briscoe et al. also do not teach or suggest playback control information including an address information indicating a location of auxiliary control data.

Accordingly, it is respectfully submitted independent claim 1 and each of the claims depending therefrom are allowable.

Further, new claims 14-23 have been added to set forth the invention in a varying scope, and Applicants submit the new claims are supported by the originally-filed specification. In particular, new claims 14-23 are similar to the other claims, but are apparatus claims. It is respectfully submitted these claims are allowable for similar reasons as discussed above.

**CONCLUSION**

In view of the above amendment, applicant believes the pending application is in condition for allowance.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact David A. Bilodeau, Reg. No. 42,325, at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.17; particularly, extension of time fees.

Dated: August 17, 2009

Respectfully submitted,

By 

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